GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1774
ANSWERED ON:25.07.2002
ADVERSE EFFECT OF T.V. SERIALS ON CHILDREN
JAIBHAN SINGH PAWAIYA;VIJAY KUMAR KHANDELWAL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware of the adverse effects of T.V. Serials due to which some children have lost their lives;

(b) if so, whether the Government propose to ban such T.V. Serials;

(c) if so, the details thereof;

(d) whether attention of the Government has been drawn to the fact that many companies are taking recourse to advertisements in the name of religion; and

(e) if so, the details thereof and the steps taken to check such advertisements?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b) & (c): The Ministry has not received such a complaint in the recent past. Doordarshan telecasts its programmes as per the provisions of its Broadcast Code, which permits telecast of programmes suitable for family viewing. Prasar Bharati has informed that as per their guidelines, no programme which involves or incites children to acts of violence, either as victims or as perpetrators, are telecast on Doordarshan. The programmes of all channels transmitted through cable network are governed by the Programme Code prescribed under the Cable Television (Regulation) Act, 1995, which also contains suitable provisions to address these concerns.

(d) & (e): Prasar Bharati has intimated that Doordarshan does not telecast any suchadvertisements. Advertisements telecast on television channels and re-transmitted through Cable TV Network, are required to adhere to the Advertisement Code prescribed in the Cable Television (Regulation) Act, 1995 which inter-alia prohibits advertisements, the objects whereof, are wholly or mainly of a religious nature, and directed towards any religious end. The Government has constituted an Inter- ministerial Committee to take cognizance, suo moto or on specific complaints regarding violations of the Advertisement Code.